

IN THE CLAIMS

1. (Currently amended) A road advertising system in which advertising indicia is applied to an upper surface of a road forming a carriageway capable of carrying traffic, including pedestrian and/or vehicular traffic, the system comprising:
a wheel mounted mobile unit including a source of marking fluid,
delivery means to distribute said fluid onto a surface, and
control means to regulate delivery rate of said fluid, the control means including a computer actuated plotter which controls the path of at least one delivery nozzle associated with the delivery means to form an image on the road surface.
2. (Currently amended) A road surface advertising system according to claim 1 wherein the mobile unit is a vehicle including a control centre capable of actuating said control means.
3. (Original) A road surface advertising system according to claim 2 wherein the plotter defines a path which is determined by parameters programmed into said computer.
4. (Original) A road surface advertising system according to claim 3 wherein the path defined by said plotter is an outline of an advertising image to be applied to said road surface.
5. (Original) A road surface advertising system according to claim 4 wherein a plurality of nozzles each deliver a fluid of at least one type.
6. (Currently amended) A road surface advertising system according to claim 5 wherein each of the plurality of nozzles delivers a fluid of at least one color-éclor.
7. (Original) A road surface advertising system according to claim 6 wherein the vehicle includes a control panel to select a computer generated advertising indicia and activate said plotter to generate said image.

8. (Original) A road surface advertising system according to claim 7 wherein, the images are stored on a data base in said computer.
9. (Original) A road surface advertising system according to claim 8 wherein the control means includes a controller which regulates the rate of discharge of fluid from said nozzles.
10. (Currently amended) A road surface advertising system according to claim 9 wherein the fluid is sprayed from each of said nozzles.
11. (Original) A road surface advertising system according to claim 9 wherein the surface on which the advertising indicia is placed is an upper road surface.
12. (Original) A road surface advertising system according to claim 9 wherein the surface on which the advertising indicia is placed is an upper surface of a substrate.
13. (Original) A road surface advertising system according to claim 12 wherein the substrate is fixed to a road surface by an adhesive.
14. (Currently amended) A road surface advertising system according to any one of the preceding ~~forgoing~~ claims wherein the fluid is paint.
15. (Original) A road surface advertising system according to claim 14 further comprising a heating unit which rapid cures said paint when applied to the surface.
16. (Currently amended) A road surface advertising system according to any one of the foregoing claims 1 through 13 wherein, the advertising indicia includes a protective skin to avoid abrasion of the advertising surface by traffic passing on the upper surface.
17. (Currently amended) A method of applying advertising to pavement, including at least one of a roadway and or pedestrian pavement comprising the steps of:

- a) preparing a pavement surface capable of carrying traffic, including at least one of pedestrian and/or vehicular traffic;
- b) providing an advertising image on at least one of an upper surface of said pavement and/or on a substrate fixed to said pavement, underneath the upper surface so that the advertising is protected from wear due to vehicular and/or pedestrian traffic; and
- c) placing the image or indicia so that ~~that~~ said image is viewable from at least one of above and/or at an acute angle to a plane of the advertising when and wherein the advertising is disposed below an upper surface of said pavement.

18. (Currently amended) A method of applying advertising to pavement, including at least one of a roadway and/or pedestrian pavement comprising the steps of:

- a) preparing a pavement surface capable of carrying traffic, including at least one of pedestrian and/or vehicular traffic;
- b) taking a computer controlled system and selecting parameters from a computer data base for a selected image;
- c) activating a plotter associated with said system which is responsive to selection of said image;
- d) allowing the plotter to define an outline of an image on at least one of a road surface and/or on a substrate fixed to said road surface; and
- e) arranging the size of the image or indicia so that said image is viewable from at least one of above and/or at an acute angle to a plane of the advertising.

19. (Currently amended) A method of placing an image on a road surface; the method comprising the steps of:

- a) providing taking a wheel mounted mobile unit including a source of marking fluid,
- b) providing taking delivery means to distribute said fluid onto a surface,
- c) activating control means to regulate delivery rate of said fluid, and
- d) activating the control means including a computer actuated plotter which controls the path of at least one delivery nozzle associated with the delivery means to form an image on the road surface.

20. (Currently amended) A method according to claim 19 further comprising the further step of
moving the mobile unit vehicle along the road surface as said fluid is delivered according to
prescription.

21. (Currently amended) A method according to claim 20 further comprising the further step of
allowing the plotter to define a path which is determined by parameters programmed into said
computer to outline an advertising image.

22. (New) A road surface advertising system according to claim 16 wherein the fluid is paint.

23. (New) A road surface advertising system according to claim 22 further comprising a heating
unit which rapid cures said paint when applied to the surface.

CONCLUSION

In view of the above amendments and remarks, it is believed that the pending claims are in condition for allowance. If a telephone conversation with the Applicant's Attorney would expedite prosecution of the above-identified application, the Examiner is urged to call the Applicant's attorney at the telephone number listed below.

Respectfully submitted,



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